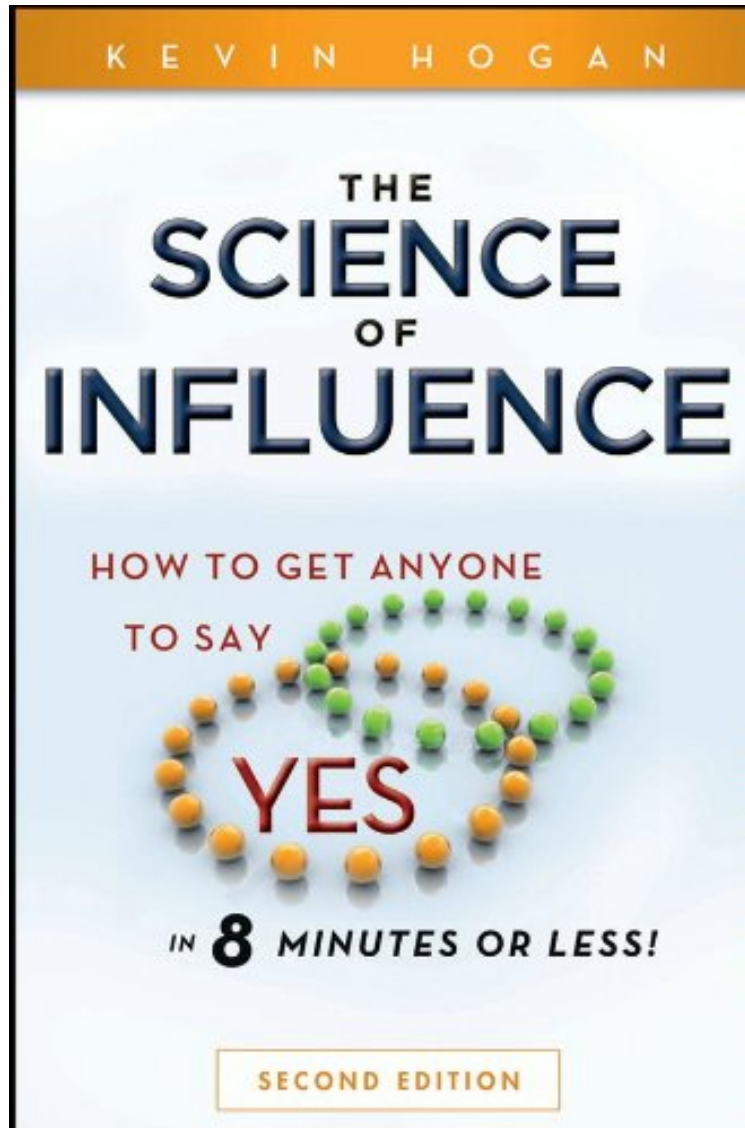


(Download) The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!

The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!

Kevin Hogan

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Kevin Hogan : The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less! before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!:

1 of 1 people found the following review helpful. Opinion needed... How does this book compare to The Power of Persuasion? By Try Logic Thoroughly enjoyed this book. Great synopsis of how the subconscious and conscious mind work in decision making. However, I am wondering if this book repeats the same info as his bestselling book "The

Power of Persuasion" or not. Has anyone read both? If so, please comment. Thank you. 11 of 13 people found the following review helpful. Time Tested Well Proven By Readalots Kevin Hogan's "The Science of Influence" (2005) is an interesting and helpful book. Beginning with the premise that others may be influenced to say "yes", he goes on to talk about the art of persuasion, changing others' perceptions, building rapport, presentation pace, personal attractiveness, and much more. Hogan's is a convincing argument that sets one to considering the future. Although he admits early on that he does "not write like an academic" (page xii) Hogan's book is comfortably resourced (with 9 pages of bibliography, but no footnotes or endnotes). This 239-page hardback book is divided into 12 tightly knit chapters, making it very readable. Perhaps the best part of this book is chapter 8, in which Hogan outlines ways to apply the ten "laws of influence". These are poignant rules centering on the value of communication- "There is nothing you do that is more important than communicating with others" (page 134). Hogan's "laws" are time tested and well proven... they work and they will help you! If there is a disappointment in this book is it that much of Hogan is not necessarily innovative nor original. Most of what he says isn't news. His various restatements, however, do not detract from the book. Hogan's presentation speaks to timeless truths in the art of influence. This book is recommended to all interested in influencing others, managers, social scientists, those interested making themselves better, and those wanting to learn to say "yes". Happy Aldersgate Day! 1 of 1 people found the following review helpful. If you start with this book, you are likely to become a lifelong Kevin Hogan fan. By Sonya Lenzo This was the book that got me started as a Dr. Kevin Hogan rabid fan. After this book, I attended his live seminar and then joined his Inner Circle. He just simply has the best ideas for how to be a better salesperson... and all of them are based on scientific research.

Get customers, clients, and co-workers to say "yes!" in 8 minutes or less This revised second edition by a leading expert of influence continues to teach a proven system of persuasion. Synthesizing the latest research in the field of influence with real-world tested experiences, it presents simple secrets that help readers turn a "no" into a "yes." Every secret in this book has been rigorously tested, validated, and found reliable. Learn dozens of all-new techniques and strategies for influencing others including how to reduce resistance to rubble Make people feel instantly comfortable in your presence Decode body language, build credibility, and be persistent without being a pain Expert author Kevin Hogan turns the enigmatic art of influence and persuasion into a science anyone can master The amazing secret of The Science of Influence is its simplicity. After you read this book you will immediately understand why people say "no" to you and learn how to turn that "no" into a "yes" from that moment on.

From the Back Cover Praise for The Science of Influence "Want to influence others? Want to persuade others? Want to sell to others? Then this book is not just an option; it's a landmark breakthrough of information you can use the minute you read it." — Jeffrey Gitomer, author of The Sales Bible and The Little Red Book of Selling "I shudder to think what an evil-minded person might do with these secrets of persuasion, but I also marvel at what good someone else could do as well. An astonishing, eye-opening, even amazing work." — Joe Vitale, author of The Attractor Factor "Kevin Hogan is that rarest of breeds: an expert who not only is master of his subject, but also understands how to teach it masterfully. No one in the business of influencing others — and who isn't? — can afford to be without this book." — Richard Brodie, author of Virus of the Mind "Kevin Hogan has written that rare how-to book on the topic of persuasion that is rooted in current psychology research. The Science of Influence is an intelligent, practical, entertaining, and provocative guide." — Professor Robert Levine, author of The Power of Persuasion: How We're Bought and Sold Kevin Hogan's The Science of Influence has a simple premise: take the latest findings in behavioral science, test them in real-world business conditions, and describe what works. This Second Edition relates key recent discoveries on persuasion in Hogan's trademark nontechnical, highly readable style, so you can quickly understand these new routes to "yes" and immediately put them to use in your business and life. As you discover Hogan's complete, scientifically based system for persuading someone in 8 minutes or less, you'll be amazed at the knowledge level in such new areas as the secrets to what makes a "customer for life"; presentation order; what to say, and why; and its effect on persuasion; how people deal with choices between products and services as well as multiple options on a product or service; new, more effective ways to communicate with friends and family; and much more! About the Author Kevin Hogan is a public speaker and corporate trainer. He teaches, trains, and speaks about persuasion, influence, body language, emotional intelligence, communication, and motivation. Hogan holds a doctorate degree in psychology and has studied extensively in the fields of influence, hypnosis, and nonverbal communication. Visit KevinHogan.com.